from **PRENTICE-HALL, INC.**

Announcing an important new management guide to selection, installation, and control of tested business and industrial systems and procedures

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Handbook of Successful Operating Systems and Procedures, with Forms

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4. FORMS DESIGN AND CONTROL *by Alven S. Ghertner, Executive Vice President, Victor Business Forms, Nashville, Tenn.*

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Dear Sir:

What would you pay to have your own portfolio of every key operating system and procedure used by leading business and industrial organizations. . .including the ready-to-use forms, reports, charts, and graphs that make these systems work?

Would you pay $100.00 for such a collection? $1,000.00? More?

> The fact is: prompt return of the enclosed Confirmation Card will put precisely such a portfolio into your hands. . .at absolutely no cost to you or your company!

I refer to the new HANDBOOK OF SUCCESSFUL OPERATING SYSTEMS AND PROCEDURES, WITH FORMS by the Prentice-Hall Editorial Staff in collaboration with 28 business systems authorities, most of them highly-regarded certified public accountants.

A READY-TO-USE FORM FOR EVERY SYSTEM

Yes, the handbook literally opens up for you hundreds of systems that have been tested and proved most efficient not only in accounting, but in administrative control, in sales management, in personnel management, and in production control. . .

and it goes far beyond merely calling the roll of working systems and procedures. . . even beyond thoroughly explaining each method and detailing its advantages over other systems. . .IT GIVES YOU A COMPLETELY WORKED OUT FORM FOR EACH, one you can use

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YSIS OF PRINTING COSTS AND POSSESSION OF FORMS. Invoice price of forms. Cost of possession and distribution.

5. **THE SYSTEMS SURVEY** *by Bernard B. Eder, C.P.A., Partner, Eder, Weltman & Co., Clayton, Mo.*

THE NECESSITY AND SCOPE OF A SURVEY. Determining the need. Scope and purpose. PREPARING FOR THE SURVEY. Selecting personnel. Supplying work materials. Rules for conducting the survey. CONDUCTING THE SURVEY. Job analysis. Recording techniques. Analysis of forms and reports. Analysis of data. FLOW CHARTS. Operational, columnar, horizontal, panoramic flow charts. Designing meaningful charts. Chart forms and symbols. THE SURVEY REPORT. Presenting your findings. Making your recommendations. Instituting the changes.

6. **POLICY AND PROCEDURE MANUALS** *by Russell V. Puzey, C.P.A., Managing Partner, Frazer and Torbet, Chicago Office, Ill.*

Management considerations. The accountant's role. PROGRAM FOR STARTING A POLICY AND PROCEDURES MANUAL. Policy bulletins. Procedure bulletins. SYSTEM MAINTENANCE. The staff. Review and revision. Policing the manual. Uses of the manual. ILLUSTRATIVE MANUAL DATA.

7. **SALES RECORDS AND REPORTS** *by Robert S. Byrne, Controller, The Mennan Company, Morristown, N. J.*

BASIC FORMS TO RECORD SALES. Sales order. Shipment authorization. Sales invoice. Sales summary. Sales journal. Others. SALES ANALYSIS. How extensive? Examples of sales analysis reports. SALES PERFORMANCE REPORTS. Should they be "accounting reports?" What they should do. MONTHLY SALES PERFORMANCE REPORTS. Significance of past sales patterns. How to find the standard deviation. Applying the standard deviation to the sales budget. Treatment of new products. Interpreting the monthly sales performance report. Other applications of the standard deviation. DAILY SALES PERFORMANCE REPORTS. Using standard deviations for daily sales performance reports. Applying the standard deviation. Interpretation. Another application. TWELVE-MONTH MOVING TOTALS. REFINEMENTS IN PREPARING SALES PERFORMANCE REPORTS. On monthly and daily reports.

8. **CREDITS AND COLLECTIONS** *by Richard Maras, Credit Manager, Jacques Kreisler Mfg. Corporation, North Bergen, N. J.*

PROCEDURE FOR NEW ACCOUNTS. New account information. Credit agency rating guides. Reports from credit agency. From others. Requesting financial information from the account. Financial statement form. Personal guarantee. Typical letter to customers. Wheeldex credit data cards. PROCESSING ORDERS FROM ESTABLISHED ACCOUNTS Handling restricted cases. Promissory notes. METHODS OF WATCHING ACCOUNT. Customer ledger accounts. Aging accounts. Collection department reminder systems. Customer statements. FORMS TO EXPEDITE COLLECTIONS. Four simple letters for a basic cycle. Other types of collection letters. Letter threatening legal proceedings. LEGAL FORMS. Proof of claim in litigation. Proof of claim against an estate. Filing claims against bankrupt debtors. REPORTS TO MANAGEMENT. On major delinquent accounts. Cash forecast report.

9. **ACCOUNTS RECEIVABLE RECORDS** *by Frank H. Moeller, Jr., C.P.A., Management Service Staff, Ernst & Ernst, St. Louis, Mo.*

MANUAL SYSTEMS. The ledger card system. Open invoice file system. One-write systems. BOOKKEEPING MACHINE SYSTEMS. PUNCHED CARD SYSTEMS. Tub file method. All card method. Accounting control forms. COMPUTER SYSTEMS. Control forms. STATEMENTS. Basic types. The simplest statement form. Statement reproduced from ledger card, of pre-

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as is, or have adapted to a specific need in no time at all.

The monumental 777-page HANDBOOK is crammed with more than 500

--working forms
--report models
--charts and graphs
--model letters and memos

each explained, annotated, and worked out so you don't have to imagine how a system actually works. . .you can see the forms out of which a procedure is built, with all its headings, sub-heads, side-heads, provisions for entry, etc. In short, you have a ready-to-use blueprint for the selection, installation, and control of any of the systems you select from the HANDBOOK.

And that's not all.

In addition, you are given the same, down-to-earth, immediately usable guidance in making a Systems Survey. . .in Designing your new forms and setting up controls for them. . .and in developing Policy and Procedure Manuals that insure your systems will work with maximum efficiency.

A REAL BONANZA SECTION -- CHAPTER 3

Chapter 3 (see its contents listed on the first page of this letter) alone could be worth the price of the HANDBOOK many times over!

This is the chapter that details the forms and reports designed to aid management in its fundamental function: making decisions. With it to guide you in making your proposals, you have a surefire blueprint you can follow to stack the cards in your favor. You are shown how to marshall your facts and how to present them in the language and with the supporting evidence management understands and appreciates. You are guided in the preparation of a "Schedule of Anticipated Costs". . .a "Schedule of Initial Investment, Net Profit After Tax, and Anticipated Cash Flow". . .and, especially, a unique "Visual Aid to Comprehension of Risk Appraisal."

vious balance and transactions for the period, for professional services. Envelope form of statement. Statements of professional firms, of home delivery firms, for classified advertising, to hotel guests, by department stores. Installment payment statement. Credit card statement. Bank statements for revolving credit. Cycle billing.

10. PURCHASING DEPARTMENT RECORDS *by Robert H. Oline, Manager, Management Controls Department, Peat, Marwick, Mitchell & Co.; and Frederick J. Schaettler, Branch Manager, International Business Machines Corporation, Providence, R. I.*

THE PURCHASING DEPARTMENT'S POSITION IN A FIRM. To what extent is centralization desirable? To whom should it report? Who is responsible for specifications? When should buying be done outside the P.D.? Should the department be responsible for other related functions? PURCHASING FORMS AND REPORTS — MANUAL SYSTEMS. Purchase requisitions. Request for quotation. Purchase order. Combined requisition and purchase orders. Change order. Receiving report. Follow up. Purchase history record. Economic ordering quantity chart. Order quantity-price comparison form. Time saver. FORMS AND REPORTS FOR AN AUTOMATED SYSTEM.

11. ACCOUNTS PAYABLE SYSTEMS *by Richard H. Goldberg, C.P.A., Partner in Charge of Management Services Department, Aronson & Oresman, New York, N. Y.*

Establishing validity of payment. Before You select a system. CONVENTIONAL MANUAL SYSTEMS. Use of the purchase journal. Cash disbursements journal. Accounts payable ledger. Remittance statement and check. SHORTCUTS IN CONVENTIONAL MANUAL SYSTEMS. Batching invoices, minimizing analysis of *General* columns; eliminating remittance statements, typing of envelopes, cash disbursements book; two-part check to summarize payments, three-part check to summarize all cash disbursements, three-part check to supplant all other records, one-write system, dispensing with accounts payable ledgers, signing checks by machine. PEGBOARD ONE-WRITING SYSTEMS. Possible combinations. BOOKKEEPING MACHINE SYSTEMS. Possible combinations. A typical punched card application. ELECTRONIC DATA PROCESSING SYSTEMS. Major types of computers and their applications to accounts payable. Advanced computer applications.

12. PAYROLL FORMS, SYSTEMS AND PROCEDURES *by Howard G. Acker, C.P.A., Partner, Wilfred Wyler & Co., New York, N. Y.*

PAYROLL DEPARTMENT ORGANIZATION AND FUNCTIONS. PERSONNEL DEPARTMENT FORMS. EMPLOYEE TIME RECORDS. Sign-in sign-out forms. Time clock card forms. DATA ACCUMULATION FOR INCENTIVE EARNINGS. Forms for piecework production. Machine aids in incentive pay systems. Accumulating incentive data for salesmen. RECORDING JOB TIME. Form for professional office or service business, for a manufacturing operation. Time cards that imprint elapsed time. Job time forms for punched card and computer processing. OVERTIME EARNINGS COMPUTATIONS. How to handle overtime, premium pay, bonuses. DEDUCTIONS FROM GROSS PAY. Tax deductions. Others. USE AND DISUSE OF PAYROLL JOURNALS. Use overall check. Is a payroll journal always necessary? Time saving form of payroll book. One-writing forms and their use. Operation of a one-writing system. Accounting machine payroll forms. Accounting machine for large payrolls. Punched card and computer payroll journals. PAYROLL EXPENSE DISTRIBUTION. INFORMATION TO BE FURNISHED TO EMPLOYEES. MAKING PAYROLL DISBURSEMENTS. Earning statement and payroll check forms. INDIVIDUAL EARNINGS RECORDS. PAYROLL REPORTS TO GOVERNMENT AGENCIES. Photocopy methods. By accounting machine, by punched card, by computer. PAYROLL REPORTS TO MANAGEMENT. Relating payroll to operations.

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In addition, you'll find, among the 28 forms and charts in Chapter 3 alone, how to deal with such vital, decision-affecting factors as Breakeven, Profit Contribution by product, Sales Performance, Customer Profitability, and much more.

If you are the one making the decisions, the one to whom key proposals are made, you'll see to it that they reach you in the factual, orderly, brief, objective-highlighted manner blueprinted in the HANDBOOK OF SUCCESSFUL OPERATING SYSTEMS AND PROCEDURES, WITH FORMS.

"3-D" -- AN IMPORTANT, ADDED FEATURE

In section after section, the HANDBOOK goes into three-dimensional guidance: For instance, in Chapter 9: "Accounts Receivable Records" you are shown several (1) MANUAL systems including the "Ledger Card System," the "Open Invoice File System" and several "One-Write Systems" (with forms for each)...

. . .then you are given several (2) MACHINE systems including systems employing punched cards, tub files, and so on. . .

. . .finally, you see the methods of employing the new (3) COMPUTER systems in your business, with complete information on how to set up all-important check controls.

In each case, along with the actual filled-in ledger pages or computer run-offs included with the text. . .so you can visualize exactly how each system would work for you. . .you are given the advantages and disadvantages of each system. . .so you can decide, on the basis of concrete examples, whether or not to "modernize" your procedures by going into more advanced equipment.

SEE THE "HANDBOOK" FREE -- FOR TEN DAYS!

We're so confident that this is the systems book you've long been hoping to find that we want you to see it, read it, USE it at our risk, not yours.

NOTE: The above describes the contents of LESS THAN HALF of this monumental management handbook. Other topics, treated in the same exhaustive, authoritative detail are:

13. **PERSONNEL RECORDS SYSTEMS** *by George E. Parker, Vice President, Personnel Division, Prentice-Hall, Inc., Englewood Cliffs, N. J.*

14. **INVENTORY RECORDS** *by Hanry M. Harmon, Jr., C.P.A., Controller, Technical Measurement Corporation, North Haven, Conn.*

15. **CASH DISBURSEMENTS** *by Charles L. Tyrell. C.P.A., Manager, Management Advisory Service Department, Alexander Grant & Company, Chicago, Ill.*

16. **CASH RECEIPTS** *by Theodore E. Boros, C.P.A., Manager, Ernst & Ernst, Cleveland, Ohio*

17. **PRODUCTION COST SYSTEM RECORDS — JOB ORDER, ACTUAL COST** *by Ernest H. Weinwurm, Professor of Accounting, De Paul University, Chicago, Ill.*

18. **PRODUCTION COST SYSTEM RECORDS — JOB ORDER, STANDARD COST** *by Robert P. Keehn, President, Frye Manufacturing Company, San Francisco, Calif.*

19. **PRODUCTION COST SYSTEM RECORDS — PROCESS, ACTUAL COST** *by Hugh H. Reid, C.P.A., Manager, Alexander Grant & Company, New York, N. Y.*

20. **PRODUCTION COST SYSTEM RECORDS — PROCESS, ESTIMATED COST** *by Felix D. Kollaritsch, D.B.A., C.P.A., Associate Professor of Accounting, Ohio State University, Columbus, Ohio*

21. **PRODUCTION COST SYSTEM RECORDS — PROCESS, STANDARD COSTS** *by J. J. Stephens, Partner, Administrative Services, Arthur Andersen & Company, New York, N. Y.*

22. **DISTRIBUTION COST REPORTING** *by Harry F. Cavanaugh, Controller, Distribution-Sales Services Division, General Foods Corporation, White Plains, N. Y.*

23. **PRODUCTION CONTROL FORMS** *by Donald E. Ramlow, Director; and Eugene H. Wall, Senior Staff Consultant, A. T. Kearney & Company, Chicago, Ill.*

24. **FIXED ASSETS RECORDS** *by Gerome V. Giese, Vice President, American Appraisal Company, Milwaukee, Wis.*

25. **INSURANCE RECORDS,** *by Bruce H. Suter, Senior Consultant, Insurance Department, EBS Management Consultants Incorporated, New York, N. Y.*

26. **EMPLOYEE BENEFIT RECORDS** *by Julius Perler, C.P.A., Los Angeles, Calif.*

27. **RESEARCH AND DEVELOPMENT RECORDS** *by Norman Oxley, Associate Comptroller, Allied Chemical Corporation, New York, N. Y.*

Just drop the enclosed card in the mail today -- and we'll send you a copy for ten days entirely FREE.

During the free-trial period, keep the book handy near your desk. On any problem that might arise, in every one of the areas covered by this all-inclusive book, turn to it. See if you don't come up with an immediately usable solution to the problem.

Better yet, take several idle moments through the examination period to compare the procedures, forms, and reports you are now using with the ones assembled in the HANDBOOK by the P-H Editorial Staff. . .and see if you're not motivated to make changes, small or large, that can add immeasurably to your efficiency and your profit performance.

If you agree that the HANDBOOK is everything I say, only then will you put through your remittance for $19.95, plus handling and postage. If not, return the book, and the matter is closed. You owe not a penny. Why not return the enclosed postpaid card right now -- while it's still at hand?

Sincerely,

Stephen Green

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for Prentice-Hall, Inc.

X-MH/A

PRENTICE-HALL Englewood Cliffs, New Jersey